

Intention To Visit The Executive Polyclinic Of The Dr. Sitanala Central General Hospital: A Review Of The Theory Of Planned Behavior

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Abstract. Executive polyclinic in the hospital provides premium health services for middle to upper-socioeconomic patients. However, the low utilization of executive polyclinic services is a concern for hospital management. This study uses the Theory of Planned Behavior framework to understand the factors that influence patient intention to visit the executive polyclinic. This study aims to analyze the effect of subjective norms and brand image on visiting intentions through attitudes toward visiting the Executive Polyclinic of Dr. Sitanala Central General Hospital. The quantitative causal research method is to determine the relationship between variables based on previous hypotheses. Data were collected through questionnaires from 135 patients and visitors who had never visited the Executive Polyclinic of Dr. Sitanala Central General Hospital was selected using Stratified Random Sampling. The analysis was carried out using SEM-PLS. The results showed that subjective norms and brand image influenced visiting attitudes and visiting intentions, and visiting attitudes influenced visiting intentions. In addition, attitudes mediate the influence of subjective norms on visiting intentions and brand image on visiting intentions. In a managerial context, this research can be a basis and reference for hospital management to improve communication and information systems, human resource (HR) management for medical personnel, patient experience management systems, and patient education systems.

Keywords: Brand Image, Subjective Norms, Attitude, Intention to Visit

1. INTRODUCTION

Visiting intention is a key component in understanding consumer behavior when deciding to visit and utilize services at a particular facility (Ajzen, 1991). In the context of health services, patient visit intentions are a very important factor for service providers to consider, because this will influence service utilization, patient satisfaction, and ultimately the patient's own health (Samiyah et.al, 2021).

Patients with a strong intention to visit tend to utilize health services more routinely and regularly, thereby enabling service providers to provide more effective and efficient care (Bastani, Javanbakht, and Ravangard, 2019; Dash, 2020). Therefore, understanding the factors that influence patient visit intentions is very important for health service providers, including hospitals, in an effort to increase service utilization, patient satisfaction, and ultimately better health outcomes (Samiyah et.al, 2021). By understanding the determinants of visit intention, providers can develop more effective strategies and interventions to attract and retain patients, as well as improve the quality of services provided.

This research was carried out at the Executive Polyclinic of the Central General Hospital dr. Sitanala. The problem that emerged in the research object was the low intention to visit patients. This can be seen in the number of patient visits to the Sitanala Hospital Executive Polyclinic which still fluctuates every month since it was operational with a total of 108 patient visits. The highest number of visits was in December 2023 and April 2024 with 25 patient visits. The lowest number of visits was in October 2023, namely 5 patient visits. The second lowest was in January 2024, namely 8 patient visits. This means that in 1 day an average of 1 patient visits the Sitanala Hospital Executive Polyclinic.

According to the results of a preliminary survey conducted on 10 respondents who knew the Central General Hospital dr. Sitanala Executive Polyclinic showed: 1) Intention to Choose Sitanala Hospital Executive Poly: 50% of respondents did not agree to choose Sitanala Hospital Executive Poly as a place for medical treatment. 2) Confidence in the Quality of Medical Services at the Sitanala Hospital Executive Polyclinic: 60% of respondents did not agree that the Sitanala Hospital Executive Polytechnic offered quality medical services. 3) Support from Important People for Visiting the Sitanala Hospital Executive Polyclinic: 50% of respondents did not agree that important people for them support visits to the Sitanala Hospital Executive Polyclinic. 4) Confidence in the Ability to Make Appointments and Arrange Visit Times: 50% of respondents did not agree that they had the ability to make appointments and arrange visit times at the Sitanala Hospital Executive Polyclinic. 5) Perception of the Transformation of Sitanala Hospital into a Modern Hospital: 60% of respondents did not agree that Sitanala Hospital had been transformed into a modern hospital.

Intention to visit is a form of individual behavior that can be explained using the Theory of Planned Behavior (TPB) (Boguszewicz-Kreft et.al, 2020). According to the TPB developed by Ajzen, visit intention is influenced by three main factors: First, attitude towards the behavior. Second, subjective norms, namely individual perceptions about social pressure to carry out or not carry out visiting behavior. Third, perceived behavioral control (PBC), namely the individual's perception of the ease or difficulty of carrying out visiting behavior. PBC includes internal (capabilities) and external (resources) factors that facilitate or hinder behavior (Ajzen, 1991).

Several previous studies have found that subjective norms and attitudes influence visiting intentions (Saragih and Jonathan, 2019). However, there are studies that show inconsistent results, for example research by Hasan et. al, (2019) found that subjective

norms had no effect on patients' intention to visit. Pahrudin et al. (2021) also found that subjective norms had no effect on visiting intentions. Temporary, Pourmand et al. (2020) found that attitude had no effect on the patient's intention to visit.

Regarding the third factor, some researchers argue that PBC may not be the most effective construct in understanding the behavior of consumers who have not yet experienced service quality, especially in the context of visit intentions. This is because PBC focuses on the perceived ease or difficulty of carrying out a behavior, which may not be directly related to the consumer's attitude towards a brand (Saragih and Jonathan, 2019; Wu et.al, 2021). This opinion stems from the idea that PBC focuses on the perceived ease or difficulty of performing a behavior, which may not be directly related to consumers' attitudes toward a brand or destination (Wu et.al, 2021).

One of the alternative constructs proposed to replace PBC is brand image. Brand image refers to the mental representation of a brand that consumers have, which includes various attributes such as quality, reliability, and emotional connection (Shimp and Andrews, 2018). This construct is more relevant to consumer behavior because it directly influences consumer attitudes and intentions towards a brand.

The results show that brand image has a significant positive impact on consumer attitudes and purchase intentions, indicating that it is a more effective construct in understanding consumer behavior than PBC (Wu et.al, 2021). Another study found that brand image plays an important role in shaping consumer attitudes and intentions towards a hospital brand (Abin, Mandagi, and Pasuhuk 2022; Cham et.al, 2021).

Based on the entire explanation above, this research was carried out with the aim of evaluating the mediating function of visiting attitudes on the influence of subjective norms and brand image (of the hospital) on the intention to visit the executive polyclinic of dr. Sitanala. This research modifies the TPB model by using the brand image variable as an independent variable. Apart from that, it is known that no previous research has used the 4 (five) variables of subjective norms, brand image, attitude and intention to visit in the exact same model, especially using attitude as a mediating variable. Thus, the title of this research is "Intention to Visit the Executive Polyclinic of dr. Central General Hospital. Sitanala: A Review of the Theory of Planned Behavior".

2. METHOD

This research analyzes the influence of two independent variables, namely Subjective Norms (X1) and Brand Image (X2), on one dependent variable, namely

Intention to Visit (Y), through one mediating variable, namely Attitude (Z). The conceptual framework that describes the relationship between these variables can be seen in Figure 1.

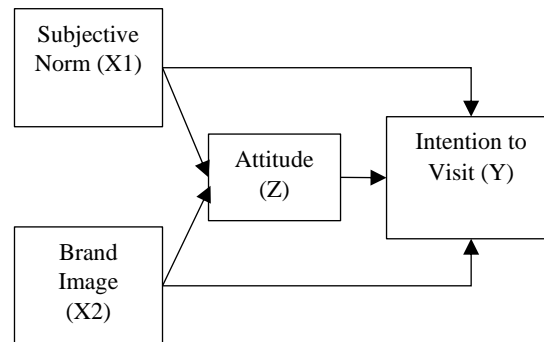


Figure 1. Conceptual Framework

Research Population and Sample

The population in this study were all patients at dr. Central General Hospital. Sitanala, who has never visited the executive polyclinic of dr. Sitanala. The sampling technique uses Probability Sampling with Stratified Random Sampling. Determination of sample size study this refers to the sample size in SEM analysis according to Hair et al. recommends a sample size of 5 to 10 parameters times the number of statements (Hair et al, 2018), then this research, the indicators/structural paths for variables/constructs are 27 items, so that based on this method the sample size is $27 \times 5 = 135$. Thus, the minimum sample in this research is 135 respondents. Research data was collected using questionnaire distributed via Google Form.

Instrument

The measurement of the Subjective Norm variable (X1) uses six statements referring to (Fishbein & Ajzen, 1975). Brand Image (X2) measurement uses 12 statements referring to (Shimp and Andrews, 2018). The measurement of the Intention to Visit variable (Y) uses three statements referring to (Ajzen, 1991). The measurement of the Attitude variable (Z) uses six statements referring to (Fishbein & Ajzen, 1975). Statements from each variable are measured using a 1-4 Likert Scale, namely from scale 1 (strongly disagree) to scale 4 (strongly agree).

Data analysis technique

The analysis technique used is Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method using the SmartPLS version 3.0 tool. The criteria for acceptance or rejection for the direct effect test hypothesis are that H_A is accepted and H_0 is rejected when the p-value < 0.05 [17]. The indirect effect test was carried out using the

Bootstrapping specific indirect effects method for the level of significance with the help of SmartPLS software. Index analysis of respondents' answers using the Three-box Method. Each questionnaire item has a score according to the Likert Scale, namely the highest score is 4 (four) and the lowest score is 1 (one), so it is divided into categories, namely low/not good (33.75 – 67.4), moderate/fairly good (67.5 – 101.24) and high/good (101.25 – 135).

3. RESULTS AND DISCUSSION

Results

The results of the analysis of the characteristics of the respondents in this study can be seen in Table 1 below:

Table1. Distribution of Respondent Characteristics

Demographic	Category	Frequency	Percentage (%)
Age	18-30 years old	43	31.9
	31-50 years old	77	57.0
	> 50 Years	15	11.1
Total		135	100
Gender	Man	64	47.4
	Woman	71	52.6
Total		135	100
Education	elementary school	6	4.4
	Junior High School	20	14.8
	Senior High School	50	37.0
	Bachelor	59	43.7
Total		135	100
Work	Not working/Housewife	50	37.0
	Student/Students	4	3.0
	Entrepreneur/Entrepreneur	18	13.3
	Civil servants	14	10.4
	Private employees	49	36.3
Total		135	100

Source: Primary Data, 2024

Table 1. explained that of the 135 respondents, the highest age was in the 31-50 year age category, namely 57.0%, while the lowest age category was the >50 year age group at 11.1%. The gender composition of respondents is quite balanced, with a slightly higher percentage of women, namely 52.6%, compared to men, 47.4%. The highest percentage of respondents with a bachelor's degree was 43.7%, and the lowest was an elementary school education of 4.4%. Respondents based on the highest occupation were not working/housewives (37.0%) and the lowest percentage were students, only 3.0%.

Outer Model Test Results

The outer model test is a feasibility test between indicators and latent variables. To measure the validity of a latent variable, two validity tests are carried out, namely convergent validity and discriminant validity. The results of the convergent validity test show that all constructs from each variable have a loading factor value > 0.70. This shows that overall the data collected is valid and has good convergent validity. The results of the discriminant validity test show that the AVE value for each variable is above 0.50 so that the AVE value for the discriminant validity test meets the requirements for the next test. Measurement of data reliability uses the Composite Reliability Test and Cronbach's Alpha. The results of the reliability test show that the Cronbach's Coefficient Alpha value for all variables is > 0.6 or even close to 1 and the Composite reliability value is > 0.7, so that all variables in this study are declared reliable. The outer model test results can be seen in Figure 2.

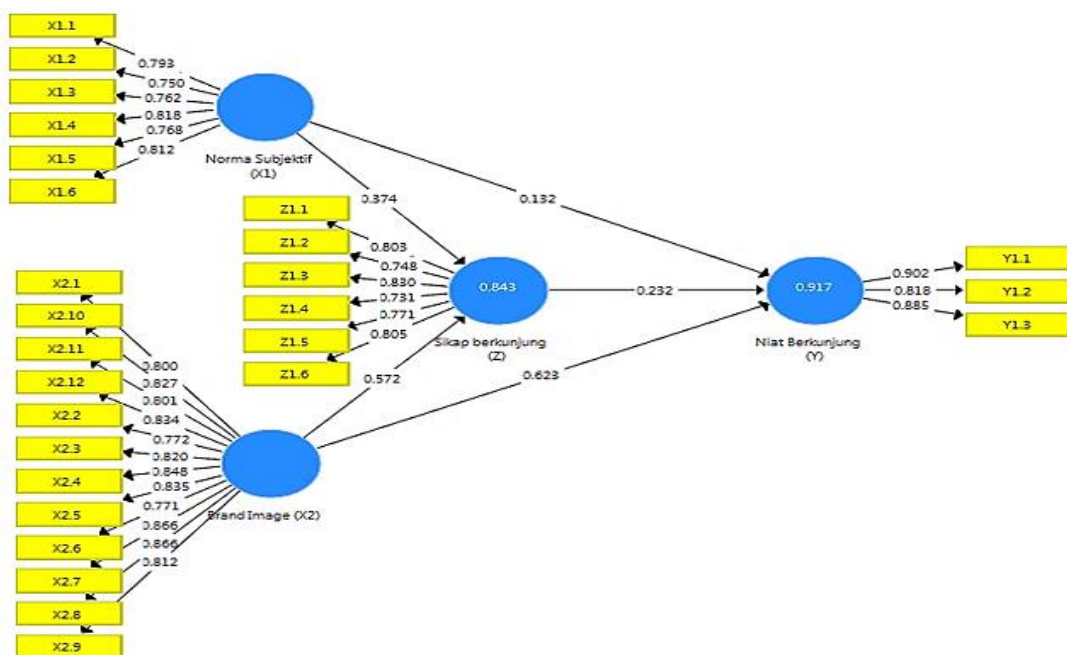


Figure 2. Outer Model Results

Structural Model Test Results (Inner Model)

Structural model tests include Goodness of Fit (GoF) assessment, coefficient of determination evaluation, and hypothesis testing. The GoF assessment results can be seen in Table 2.

Table 2. Goodness of Fit Assessment Results

Fit Models			
SRMR	NFI	RMS theta	Chi-Square
0.061	0.757	0.163	886,599

Source: SmartPLS 3.0 Processed Results (2024)

Table 2 shows the GoF model parameters. The SRMR value of 0.061 meets the fit criteria because it is less than 0.1 or 0.08. The NFI value of 0.757 meets the fit criteria because it is still below 0.9. The RMS theta value of 0.163 is quite fit because it is close to 0.12 and the chi-square is expected to be small. Overall the model has a fairly good level of model fit (GoF).

The results of the coefficient of determination test can be seen in Table 3.

Table 3. Results Testing the Coefficient of Determination

Variable	R-Square
Visiting Attitude	0.843
Intention to Visit	0.917

Source: SmartPLS 3.0 Processed Results (2024)

Based on Table 3, the R-Square values above, each of which has been multiplied by 100%, produce a coefficient of determination for Visiting Attitude (Z) of 84.3%. The coefficient of determination value is in the strong category. This value shows that the variation in the value of the visiting attitude variable can be explained by the subjective norm and brand image variables of 84.3%, while the remaining 15.7% is explained by other variables outside the analysis model.

The coefficient of determination of intention to visit (Y) produces a value of 91.7%. The coefficient of determination value is in the strong category. This value shows that 91.7% of the variation in the value of the visiting intention variable can be explained by subjective norms and brand image, and visiting attitudes, while 8.3% is explained by other variables outside the analysis model.

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The results of the hypothesis test can be seen in Table 4.

Table 4. Direct and Indirect Effect Test Results

Ha	Direct/indirect influence	Path Coefficient	T Statistics	P-Values	Information
H1	Subjective Norms (X1) -> Visiting Attitudes (Z)	0.374	4,354	0,000	Supported
H2	Brand Image (X2) -> Visiting attitude (Z)	0.572	6,781	0,000	Supported
H3	Subjective Norm (X1) -> Intention to visit (Y)	0.132	2,613	0.009	Supported
H4	Brand Image (X2) -> Visit Intention (Y)	0.623	9,446	0,000	Supported
H5	Visiting attitude (Z) -> Intention to visit (Y)	0.232	3,688	0,000	Supported
H6	Subjective Norms (X1) -> Visiting Attitude (Z) -> Intention to visit (Y)	$(0.374*0.232) = 0.087$	2,680	0.008	Primary Mediation
H7	Brand Image (X2) -> Visiting attitude (Z) -> Intention to visit (Y)	$(0.572*0.232) = 0.133$	3,314	0.001	Partial Mediation

Source: SmartPLS 3.0 Processed Results (2024)

Table 4 shows the results of this research's hypothesis test, both for direct influence and indirect influence through mediating variables. The results of the direct influence of subjective norms on visiting attitudes show a path coefficient value of 0.374 (positive) with a value of t statistics count (4.354) > ttable (1.96) and p value of 0.000 (significant), thus H1 is accepted (p < 0.05) and H0 is rejected, meaning that subjective norms have a positive effect on visiting attitudes and are significant, so Hypothesis 1 is accepted.

The results of the direct influence of brand image on visiting attitudes show a path coefficient value of 0.572 (positive) with a value of t statistics count (6.781) > ttable (1.96) and p value of 0.000 (significant), thus H1 is accepted (p < 0.05) and H0 is rejected, meaning that brand image has a significant positive effect on visiting attitudes, so Hypothesis 2 is accepted.

The results of the direct influence of subjective norms on intention to visit show a path coefficient value of 0.132 (positive) with a value of t statistics count (2.613) > ttable (1.96) and p value of 0.009 (significant), thus H1 is accepted (p < 0.05) and H0 is rejected, so that subjective norms have a significant positive effect on intention to visit, so Hypothesis 3 is accepted.

The results of the direct influence of brand image on intention to visit show a path coefficient value of 0.623 (positive) with a value of t statistics count (9.446) > tTable (1.96) and p value of 0.000 (significant), thus H1 is accepted ($p < 0.05$) and H0 is rejected, meaning that brand image has a significant positive effect on intention to visit, so Hypothesis 4 is accepted.

The results of the direct influence of visiting attitudes on intention to visits show a path coefficient value of 0.232 (positive) with a value of t statistics count (3.688) > ttable (1.96) and p value of 0.000 (significant), thus H1 is accepted ($p < 0.05$) and H0 is rejected, meaning that visiting attitudes have a positive positive effect on intention to visits, so Hypothesis 5 is accepted.

The influence of Subjective Norms (X1) on Intention to visits (Y) has a path coefficient of 0.132 with a t-statistic value of 2.613 and a p-value of 0.009 (significant). Subjective Norms (X1) towards Visiting Attitudes (Z) have a path coefficient of 0.374 with a t-statistic value of 4.354 and a p-value of 0.000 (significant). Visiting Attitude (Z) towards Intention to visit (Y) has a path coefficient of 0.232 with a t-statistic value of 3.688 and a p-value of 0.000 (significant). Meanwhile, the indirect effect significance test has a path coefficient value of $(0.374 \times 0.232) = 0.087$ and a p-value of 0.008 (significant). So it can be concluded that mediation occurred. The level of mediation shows that the indirect effect is smaller than the direct effect ($0.087 < 0.132$), because both the direct and indirect effects are significant and the indirect effect is smaller than the direct effect, it can be concluded that partial mediation occurred. Partial mediation means that Visiting Attitude (Z) partially mediates the relationship between Subjective Norms (X1) and Intention to visits (Y). This means that, apart from having a direct effect, Subjective Norms also have an indirect effect on Intention to visits through Visiting Attitudes, so that Hypothesis 6 is accepted.

Table 4 also shows that the direct effect of Brand Image (X2) on Intention to visit (Y) is significant, with a path coefficient of 0.623. Meanwhile, the indirect influence from Brand Image (X2) to Intention to visit (Y) via Visiting Attitude (Z) is also significant, with an indirect path coefficient of 0.133 (0.572×0.232). Because both direct and indirect effects are significant, it can be concluded that partial mediation occurred. Partial mediation means that Visiting Attitude (Z) partially mediates the influence between Brand Image (X2) and Intention to visit (Y). This means that, apart from having a direct effect,

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Brand Image also has an indirect effect on Intention to visits through Visiting Attitudes, so that Hypothesis 7 is accepted.

Three-Box Method Index Analysis

The results of the Three-Box Method analysis show that the indicator with the highest index is statement number 4 in the Motivation to comply dimension, which states "People who I consider important have influenced my thinking behavior in seeking treatment at the executive polyclinic of dr. Sitanala." The index for this statement is 92.75, which is in the medium category. All dimensions are in the medium category. The highest dimension is motivation to comply which is in the medium category and the lowest dimension is normative belief which is in the medium category. Overall, the average score index for the subjective norm variable was 88.71, which is in the medium category.

The brand image indicator with the lowest index is in statement number 1 in the dimension Function, which stated "I feel that dr. Sitanala Central General Hospital provides high quality medical services." The index for this statement is 82, which is in the medium category. The indicator with the highest index is statement number 12 in the Experiential dimension, which states "In my opinion, I will feel calm with the quality of care provided at this hospital". The index for this statement is 95.5, which is in the medium category. The highest assessment is on the Experiential dimension and the lowest is on the Function dimension. The average answer score index for the brand image variable was 88.13, in the medium category.

The visiting attitude indicator with the lowest index is statement number 3 in the Behavioral belief dimension, which states "I am sure that the health workers (doctors and staff) of the Executive Polyclinic of dr. Sitanala Central General Hospital provides fast responsive service." The index for this statement is 85.5, which is in the medium category. The indicator with the highest index is statement number 2 in the Behavioral belief dimension, which states "I am sure that the Executive Polyclinic of dr. Sitanala Central General Hospital has the most complete medical facilities." The index for this statement is 93.25, which is in the medium category. The highest assessment was in the outcome evaluation dimension and the lowest was in the behavioral belief dimension and the average score index for the visiting attitude variable was 89.04, in the medium category.

The indicator of intention to visit with the lowest index is in statement number 2 in the Probability of visiting dimension, which states "According to my assessment, the probability that I will visit the Executive Polyclinic of dr. Sitanala Central General Hospital in the future is quite big." The index for this statement is 88.25, which is in the medium category. The indicator with the highest index is statement number 3 in the Visit

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planning dimension, which states "I have set the date and time of the visit and made other arrangements so that I can carry out an examination at the Executive Polyclinic of dr. Sitanala Central General Hospital according to plan." The index for this statement is 90.25, which is in the medium category. The highest score is on the dimension of planning to visit and the lowest is on the dimension of possibility of visiting and the average index score for the answer to the intention to visit variable was obtained at 89, in the medium category.

Table 5. Three Box Method Analysis Average Matrix

Variable	Score			Behavior
	Low (33.75 – 67.4)	Moderate (67.5 – 101.24)	High (101.25 – 135)	
Subjective Norms		88.71		Anxiety
Brand Image		88.13		Functional
Visiting Attitude		89.04		Impulsive
Intention to Visit		89.00		Passive

Table 5 can be explained that the average respondent for the subjective norm variable is in the medium category out of a total of six statements, this illustrates that subjective norm behavior is indecision. The average respondent for the brand image variable is in the medium category out of a total of 12 statements, this illustrates that brand image behavior is functional. The average respondent regarding the visiting attitude variable was in the medium category from a total of six statements, this shows that visiting attitude behavior is impulsive. The average respondent regarding the intention to visit variable was in the medium category from a total of six statements, this shows that the intention to visit behavior is passive.

4. DISCUSSION

The influence of subjective norms on visiting attitudes

The results of statistical tests show that subjective norms influence attitudes towards visiting executive polyclinics. Individuals perceive strong social support from the people

around them, so they tend to have a more favorable attitude towards visiting behavior at the executive clinic.

According to TPB theory, subjective norms are one of the main components that determine a person's behavior. Subjective norms refer to an individual's perception of social pressure to perform or not perform a behavior (Ajzen, 1991; Fishbein and Ajzen, 1975).

According to research by Sun et al. which shows that subjective norms have a significant effect on attitudes (Deng, 2022). The results of this study are also in accordance with research by Wang et al. which reveals that subjective norms have a strong influence on visiting attitudes. Strong subjective norms, which reflect high social support, will encourage the formation of more positive attitudes from individuals (Wang, 2021).

Based on the three-box method analysis on the subjective norm variable, the average index is in the medium category from a total of six statements. This condition shows that the social pressure felt by the respondent has not fully influenced him in deciding to use the polyclinic. The lowest dimension is normative belief which is in the medium category, this illustrates that there is hesitation in society to determine the behavior that should be carried out based on social expectations. The subjective norm indicator with the lowest index is statement number 2 in the Normative belief dimension, which states "My family or friends expect me to use the executive polyclinic of dr. Sitanala Central General Hospital as the top choice" in the medium category. This means that the respondent's family and friends do expect him to use the executive polyclinic, but this expectation is not very strong or urgent.

The influence of brand image on visiting attitudes

The results of statistical tests show that brand image influences attitudes towards visiting executive polyclinics. Consumers tend to form more favorable attitudes towards polyclinics that have a strong and positive hospital brand image in the eyes of consumers.

According to theory, brand image is a picture or perception formed in consumers' minds regarding a brand, which is based on the unique associations attached to that brand. In relation to consumer attitudes, a positive brand image will form a favorable attitude of consumers towards the brand. If consumers have a good perception and belief in a brand, they tend to have a more positive attitude towards that brand (Shimp and JC Andrews, 2018).

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These results are in accordance with research by Wu et al. (2020) shows that hospital image influences attitudes. Abin et al. (2022) also show that brand image influences customer attitudes. A strong and positive brand image in the minds of patients will form a favorable attitude towards the hospital.

Based on the three-box method analysis, the brand image variable is in the medium category out of a total of 12 statements, this illustrates that brand image behavior is functional. The highest assessment is on the Experiential dimension and the lowest is on the Function dimension. The low Function dimension illustrates that the brand image of dr. Sitanala Central General Hospital is not yet widely seen as a hospital that has functional advantages, such as quality of service, facilities and competency of medical personnel. Even though there has actually been a transformation, public perception has not fully followed these changes. The negative stigma of being a leprosy hospital is still attached to dr. Sitanala Central General Hospital shows that the brand image formed in society is still dominated by the Experiential aspect, namely past experiences and impressions. The brand image indicator with the lowest index is statement number 1 in the Function dimension, which states "I feel that dr. Sitanala Central General Hospital provides high quality medical services" in the medium category. This shows that the image of dr. Sitanala Central General Hospital is related to the function or quality of medical services provided which are not fully optimal in the eyes of respondents.

The influence of subjective norms on intention to visits

The results of statistical tests show that subjective norms influence the intention to visit the executive polyclinic. These results indicate that if respondents feel that important people around them have a positive view or support visiting the executive polyclinic, then this will increase their intention to actually make the visit.

According to TPB theory, subjective norms are one of the factors determining behavioral intentions. According to the TPB, subjective norms describe the influence of social pressure felt by an individual, which then influences whether the individual will or will not carry out a certain behavior (Ajzen, 1991; Fishbein and Ajzen, 1975).

These findings are in accordance with research by Pourmand et al. (2020) proposed the TPB model for self-care in hypertensive patients, finding that subjective norms influence visit intentions. Zhou et al. (2023) modifying the TPB model with a comparative analysis of the behavioral intentions of prospective health tourists in China and South

Korea found that subjective norms influence intentions to visit South Korea, but not in China.

Based on the three-box method analysis of the subjective norm variable, the average index is in the medium category. This condition shows that the social pressure felt by the respondent has not fully influenced him in deciding to use the polyclinic. The lowest dimension is normative belief which is in the medium category, this illustrates that there is uncertainty in society to determine the behavior that should be carried out based on social expectations. The subjective norm indicator with the lowest index is statement number 2 in the Normative belief dimension, which states "My family or friends expect me to use the executive polyclinic of dr. Sitanala Central General Hospital as the main choice", in the medium category. This shows that the views or expectations of the people around the respondent, although not dominant, are still a consideration in decision making. This condition can open up opportunities for subjective norms to influence intention to visits, because respondents are still looking for references or guidance from their social environment.

The influence of brand image on intention to visits

The results of statistical tests show that the hospital's brand image influences the intention to visit the executive polyclinic. Consumers have a positive brand image of the hospital, for example they are considered to have a good reputation, facilities and services, so this will increase their intention to visit the executive polyclinic managed by the hospital.

According to brand image theory, brand image is the perception and belief held by consumers, which is reflected in the associations that occur in consumer memory. A positive brand image can influence consumer intentions and behavior in using a product or service (Keller, 1993).

The results of this study are in accordance with research by Agustin et al. (2020) shows that brand image influences purchasing decisions. The research results of Cham et al. (2021) also revealed that the hospital image will have a positive impact on behavioral intentions. De la Hoz-Correa & Muñoz-Leiva's (2019) research shows similarly that the source of information influences cognitive impressions and together with the overall medical image and cognitive image influences the intention to visit medical tourism destination.

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Based on the three-box method analysis, the brand image variable is in the medium category, this illustrates that brand image behavior is functional. The highest assessment is on the Experiential dimension and the lowest is on the Function dimension. The low Function dimension illustrates that the brand image of dr. Sitanala Central General Hospital is not yet widely seen as a hospital that has functional advantages, such as quality of service, facilities and competency of medical personnel, so it has not improved the positioning of the executive polyclinic. The negative stigma of being a leprosy hospital is still attached to dr. Sitanala Central General Hospital shows that the brand image formed in society is still dominated by the Experiential aspect, namely past experiences and impressions.

The influence of attitude on intention to visit

The results of statistical tests show that visiting attitudes influence the intention to visit the executive polyclinic. Consumers have a positive and favorable attitude towards visiting executive polyclinics. On the other hand, if consumers have a negative and unfavorable attitude towards visiting the executive clinic.

Visiting attitudes reflect consumers' personal assessments or evaluations of visiting behavior, which then influences their intentions and tendencies to carry out or not carry out this behavior (Eagly & Chaiken, 1993). This attitude is formed from consumers' beliefs regarding the results or consequences of this behavior, as well as evaluations of these results or consequences. In accordance with the TPB, where attitude is one of the determining factors for behavioral intentions, in addition to subjective norms and perceived behavioral control. If someone has a positive attitude towards a behavior, they tend to have a stronger intention to do it (Ajzen, 1991; Fishbein and Ajzen, 1975).

These results are in accordance with research by Pahrudin et al. (2021) found that attitudes influence intention to visits. Zhou et al. (2023) modifying the TPB model with a comparative analysis of the behavioral intentions of prospective health tourists in China and South Korea also found that attitudes influence intentions to visit South Korea, but not in China. Chaulagain et al. (2022) research also stated that the attitude of medical tourists is an important means of achieving intention to visits which has an impact on the sustainability of medical tourism. Research by Sun et al. (2022) also stated that attitudes have a significant effect on intentions.

Based on the three-box method analysis of the visiting attitude variable, the average respondent for the visiting attitude variable was in the medium category out of a total of six statements, this shows that visiting attitude behavior is impulsive. Impulsive means acting based on a moment's impulse, without careful planning or consideration. The highest assessment is in the outcome evaluation dimension and the lowest is in the behavioral belief dimension. The patient's decision to visit the executive clinic is based more on momentary impulses, such as curiosity or the desire to try, rather than on careful consideration. The visiting attitude indicator with the lowest index is statement number 3 in the Behavioral belief dimension, which states "I am sure that the health workers (doctors and staff) of the Executive Polyclinic of dr. Sitanala Central General Hospital provides fast responsive service." The index for this statement is in the medium category. This means that respondents have relatively low confidence compared to other indicators that health workers (doctors and staff) at the Executive Polyclinic of dr. Sitanala Central General Hospital provides fast responsive service. This is because the doctors at the Executive Polyclinic of dr. Sitanala Central General Hospital still holds concurrent duties at the regular polyclinic. Due to the dual duties, doctors at the Executive Polyclinic must divide their time and focus between serving patients at the regular polyclinic and the executive polyclinic.

The influence of subjective norms on intention to visits through visiting attitudes

The results of the mediation test show that visiting attitudes act as a partial mediator of the influence between subjective norms and intention to visits, meaning that apart from having a direct effect, Subjective Norms also have an indirect effect on Intention to visits through Visiting Attitudes at the executive branch of dr. Sitanala Central General Hospital. Social pressure to visit the executive polyclinic can directly influence the intention to visit. However, these subjective norms can also influence visiting attitudes, which will then influence intention to visits indirectly.

This finding is in line with the TPB theory, where subjective norms and visiting attitudes are the two main factors that determine behavioral intentions (visiting). Individuals who are encouraged by the people around them to carry out certain behaviors will influence behavioral intentions. Furthermore, someone who has a positive attitude towards a behavior tends to have a stronger intention to do it.

These results are in accordance with previous research which found subjective norms had an influence on intention to visits (Pourmand et al, 2020). Zhou et al. (2021)

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also found that subjective norms influence intentions to visit South Korea. Other research also supports that attitude is the most influential factor in explaining a person's intention to visit health services (Chaulagain et.al, 2021;Pahrudin et.al, 2021; Zhou et al. (2021); Sun et al, 2022). However, for subjective norms, there are studies that fail to explore their direct impact on the intention to visit health services (Hasan et.al, 2019;Pahrudin et.al, 2021).

Based on the three-box method analysis of the three variable relationships studied, the lowest average index was obtained for the subjective norm variable, the average index was in the medium category. This shows a lack of social support for visiting executive polyclinics. Low subjective norms can also reflect a lack of individual understanding or awareness about the importance of visiting the executive polyclinic of dr. Sitanala Central General Hospital. Apart from that, there was a lack of communication and promotional efforts made regarding the visit to the executive polyclinic of dr. Sitanala Central General Hospital.

The influence of brand image on intention to visit through visiting attitudes

The results of the mediation test show that visiting attitudes act as a partial mediator of the influence between brand image and intention to visits, meaning that apart from having a direct influence, brand image also has an indirect influence on intention to visits through visiting attitudes at the executive polyclinic of dr. Sitanala Central General Hospital. This indicates that visiting attitude is an important factor that influences the relationship between brand image and intention to visit.

Brand image theory states that a positive brand image can influence an individual's beliefs, attitudes and intentions towards a product or service (Keller, 1993). Theoretically, the urgency of the role of brand image in influencing intention to visits can be explained from the TPB perspective (Ajzen, 1991). TPB essentially explains that a person exhibits certain behavior because of encouragement towards behavioral intentions which were previously influenced by attitudes, subjective norms and perceptions of behavioral control. In the context of intention to visit, brand image can be categorized as an aspect that influences attitudes which can then trigger behavioral intentions (Wu et.al, 2021). These findings also strengthen the TPB theory. This means that brand image can be seen as a factor that influences behavioral intentions, in addition to the three main factors in the

TPB. Brand image can be considered as an additional factor influencing visit intention, apart from attitude, subjective norms, and PBC.

The results of this study are in accordance with the results of previous research which revealed that the hospital image will influence the perceived quality of service among medical tourists; This then has a positive impact on behavioral intentions (Cham et.al, 202). Meanwhile, other research shows that brand image has an effect on customer attitudes but not on purchase intentions (Abin, Mandagi, and Pasuhuk 2022). Regarding attitudes, previous research explains that attitudes are the most influential factor in explaining a person's intention to visit health services (Chaulagain et al, 2022;Pahrudin et al. (2021);Zhou et al. (2023); Sun et al, 2022).

Based on the three-box method analysis of the three variable relationships studied, the lowest average index was obtained for the brand image variable, the average index was in the medium category. This shows a lack of clear differentiation and positioning. Poly executives may not have a strong and clear positioning in the minds of patients. Patients have not seen significant uniqueness or differentiation compared to polyclinics or other health services. Reputation and credibility of dr. Sitanala Central General Hospital may still not be fully awakened in the patient's eyes, thereby affecting executive poly positioning.

5. CONCLUSION

In accordance with the results of the tests and analyzes that have been carried out, conclusions can be drawn regarding the direct influence of the Subjective Norms and Brand Image variables on Intention to visits, as well as the indirect influence through the Attitude variable. Directly, Subjective Norms and Brand Image are proven to have a positive and significant influence on Visit Intention. This means that the stronger the subjective norms and Brand Image felt by the individual, the more positive the attitude (assessment or evaluation) towards visits to the Executive Polyclinic. Indirectly, Subjective Norms and Brand Image were also proven to influence Intention to visits through Visiting Attitudes at the executive branch of dr. Sitanala Central General Hospital. This means that Visiting Attitude has been proven to be able to mediate the influence of the two independent variables of this research, namely Subjective Norms and Brand Image, on Intention to visit.

Theoretical Implications

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Theoretically, this research provides implications for supporting and strengthening the TPB theory by adding brand image to the TPB model. The TPB perspective explains that subjective norms and brand image are antecedents that can change and influence individual attitudes to demonstrate certain behavior such as intention to visit. The findings show that the hospital brand image has the most dominant influence (highest path coefficient value) on the intention to visit the executive polyclinic. This explains that the hospital brand image is an important factor which is the main consideration for consumers when choosing a hospital for treatment, especially at the executive polyclinic.

Managerial Implications

Based on research findings with the lowest index for each dimension of each variable, several managerial implications can be drawn in this research.

The subjective norm dimension with the lowest index is normative belief, so the intervention that can be carried out is to improve the communication and information system by increasing the dissemination of information regarding the existence, facilities and quality of the Executive Polyclinic's services.

The brand image dimension with the lowest index is function. So the intervention that can be carried out is to improve the human resource (HR) management system for medical personnel, especially at the Executive Polyclinic. Currently, doctors at the Executive Polyclinic have to serve concurrently serving patients at the regular polyclinic. This causes doctors to be unable to fully focus and be responsive to patients at the Executive Polyclinic. There needs to be a special allocation of doctor staff and full dedication to serve patients at the Executive Polyclinic.

The dimension of visiting attitude with the lowest index is behavioral belief, so the intervention that can be done is to improve the patient experience management system. Positive patient experiences will strengthen the belief that visiting the Executive Polyclinic provides benefits and good results.

RECOMMENDATION

Based on the managerial implications in this research, there are suggestions that can be put forward from this research. First, create an effective promotional campaign by creating interesting and informative promotional content about the Executive Polyclinic, such as video profiles, infographics, or patient success stories via television media placed in strategic

corners of the hospital. Apart from that, disseminate the promotional content through various digital channels (website, social media) and offline (banners, brochures), as well as involving the opinions of influential leaders/public figures to support the campaign.

Second, allocate special doctors for the Executive Polyclinic by identifying and assigning a number of doctors who will be fully dedicated to serving patients at the Executive Polyclinic. In addition, ensuring that the Executive Polyclinic doctor team has adequate numbers and a consistent practice schedule to serve patients.

Third, Evaluate and improve the service process flow by identifying critical points in the service flow that can influence the patient experience, for example faster waiting times, more exclusive facilities, more caring interactions with staff, etc.

Fourth, develop a comprehensive patient education program by designing educational materials that are interesting and easy to understand, such as video presentations, interactive brochures, or digital content. In addition, choose educational channels that are effective in reaching the target audience, such as websites, social media, community groups, or special events and ensure that educational materials include complete information about the services, facilities, specialist doctors and advantages of the Executive Polyclinic.

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